



www.pandadog.co.kr

PANDADOG FRIENDS'

CHARACTER INTRODUCTION





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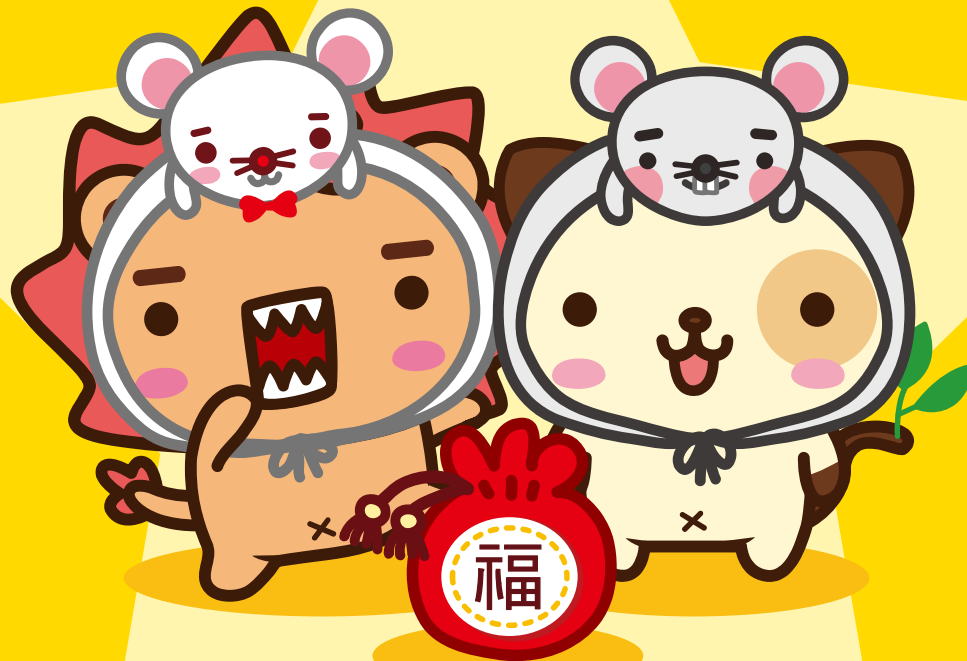


Features & Advantages of PandaDog

1. PandaDog with its concept as a hybrid of a panda and a dog, is an original and differentiated character.
2. Within three months of opening its website, over a million people visited it. It is one of the most popular characters as of now, attracting a great deal of attention.
3. In case a licensee develops products, the main designer of PandaDog supports directly in designing.
4. By providing multilingual contents services namely, in English, Japanese and Chinese, it supports business of licensees in the global market.



Funnyeve
PandaDog



2008

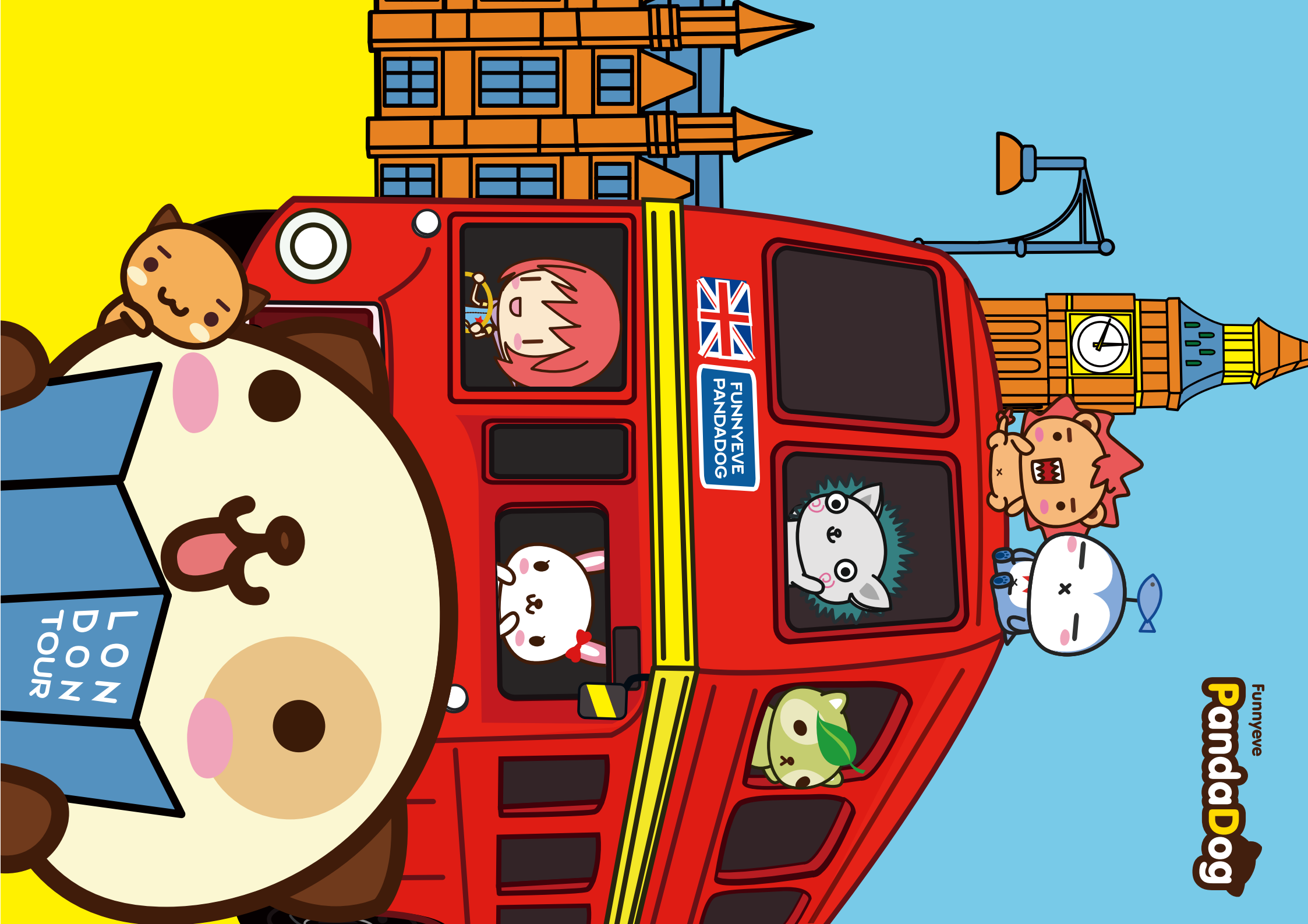
Wish your very happy new year.



Pandadog
&
Friends









Funnyeve

PandaDog

cooking & baking

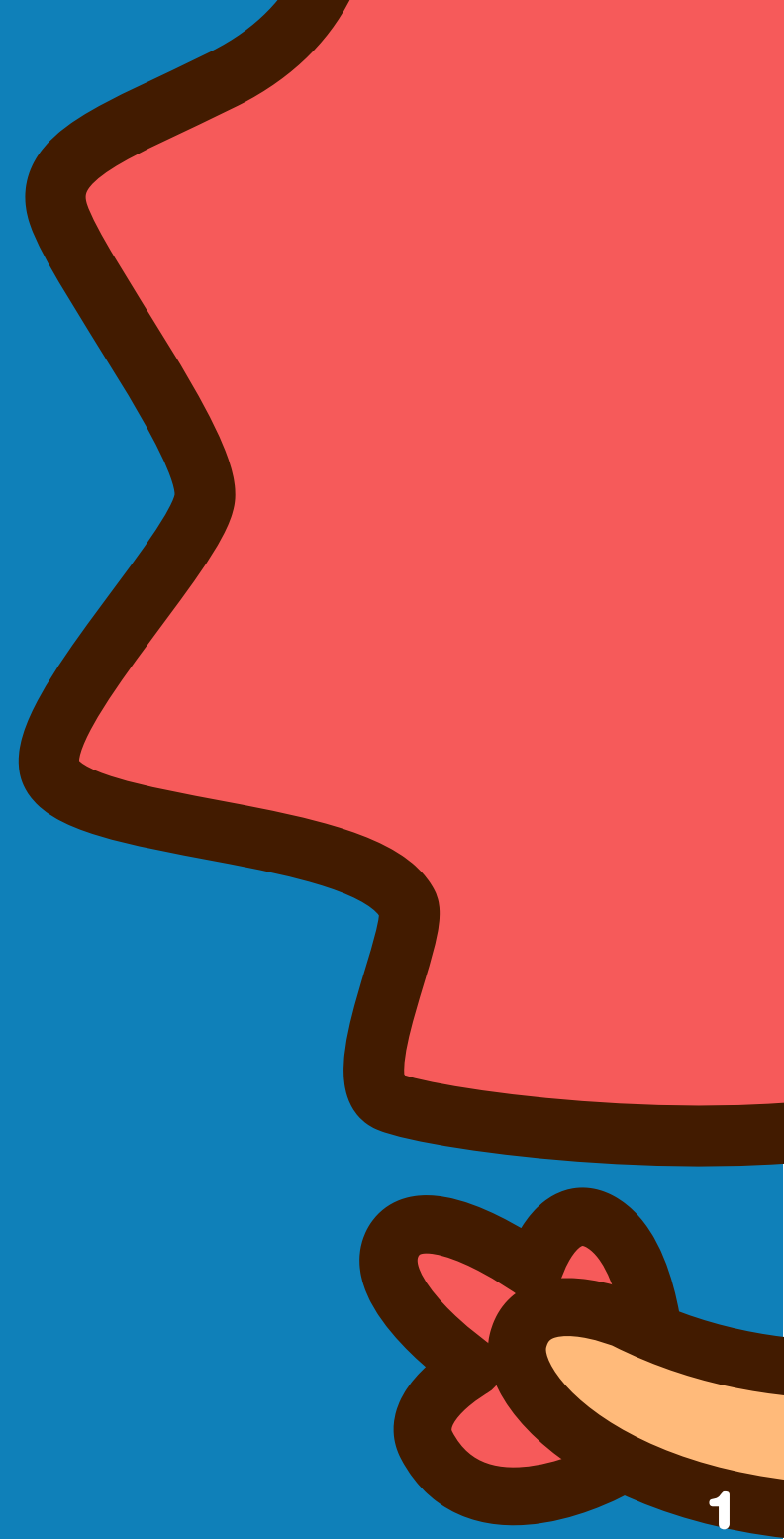
PANDADOG CHARACTER

story

relation chart

profile

size



PANDA DOG

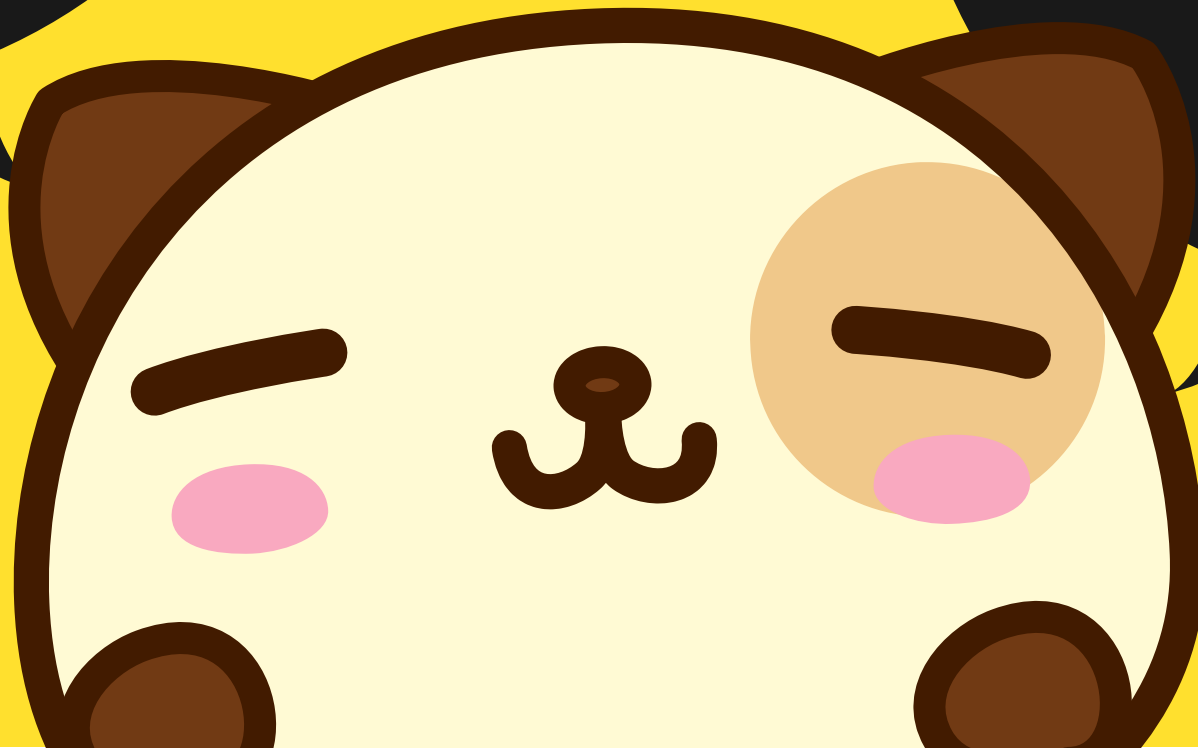
FANTASY WORLD

THE WORLD is a fantasy world, having a global sentiment so everyone from all ages and both sexes can enjoy it.

SEGMENTATION STRATEGY
WITH TWO STORY LINES

REAL WORLD

REAL WORLD shares stories from everyday lives with which all grown-ups in their 20–30s like employees, students and housewives can feel sympathy.



FANTASY WORLD STORY

The island not existing in the map ...

In Dog Island, the species mixed with a dog, PandaDog, LeoDog, RabbitDog, DochiDog, PenguinDog, GuriDog, and HamsDog lived happily, forming a towns. And one day!

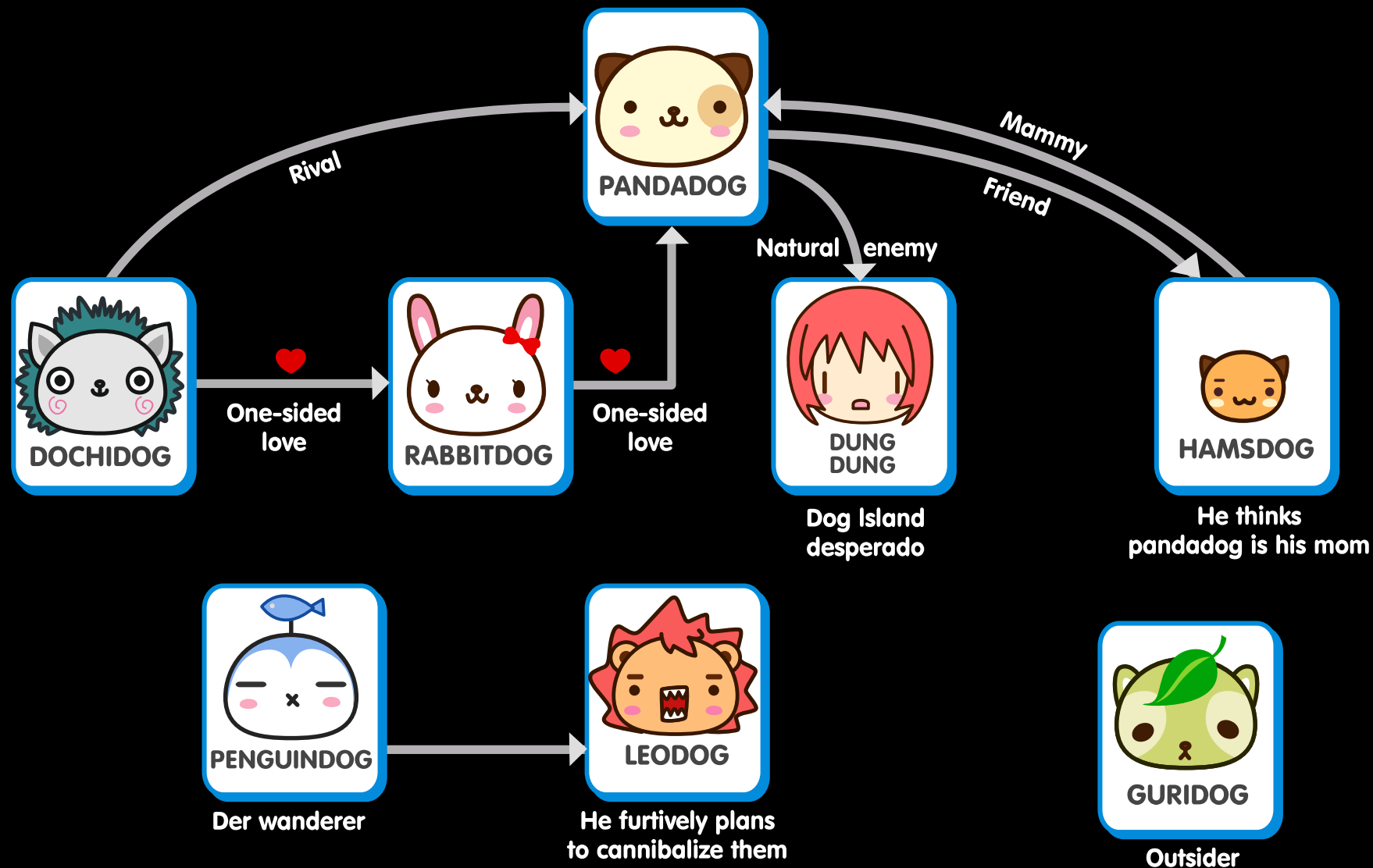
From the sky amid dark clouds and fierce winds, an airplane made an emergency landing in Dog Island. PandaDog and other Dog friends approached the human DungDung, who was lying on the ground with unconsciousness from the plane and checked if DungDung was alive.

After waking up, DungDung saw all the Dog friends and made his mind to rule them because they looked negligible and easy enough to do so. Since then...

DungDung has never stopped bullying Dog friends.



FANTASY WORLD RELATION CHART



FANTASY WORLD CHARACTER PROFILES

PANDADOG IS ?

**Naughty
boy**

MAN
PANDA 50% + DOG 50%

A naughty boy of Dog Island
Naive smile! Sparkling eyes!
When he needs something, he becomes
unmanly and sometimes becomes
pathetic and even poor-looking.
He loves to play with friends.
He lives on bamboo leaves and
DungDung is his natural enemy.



PANDADOG

RABBITDOG IS ?

**Sexy
queen**

woman
RABBIT 50% + DOG 50%

RabbitDog dreams to become a sexy queen
Vof Dog Island. She likes sexy lingerie such
as thongs and mesh panties and tries to keep
her shape sexy by watching yoga video.
She thinks herself quite attractive and sexy as well.
She loves PandaDog one-sidedly.



RABBITDOG

FANTASY WORLD CHARACTER PROFILES

DOCHIDOG IS ?

**Tough
guy**

MAN
HEDGEHOGGY 50% + DOG 50%

DochiDog is in love triangle with PandaDog and RabbitDog. In case he has to protect his one-sided love, RabbitDog, he exhibits his latent instinct as a descendant of Ninja porcupines. He is a tough guy who keeps his love toward RabbitDog secret in his mind.



DOCHIDOG

LEODOG IS ?

Weakling

MAN
LION 50% + DOG 50%

He is a charismatic guy of Dog Island. He brags about classy manes, sharp teeth and dark eyelids, but in fact, they are a wig and a false tooth. What's more, he brings all kinds of medicines from pain killers to vitamins always with him. He pretends as if he were a vegetarian and gets along with Dog friends. But the truth is that he is watching for an opportunity to attack and eat Dog friends.



LEODOG

FANTASY WORLD CHARACTER PROFILES

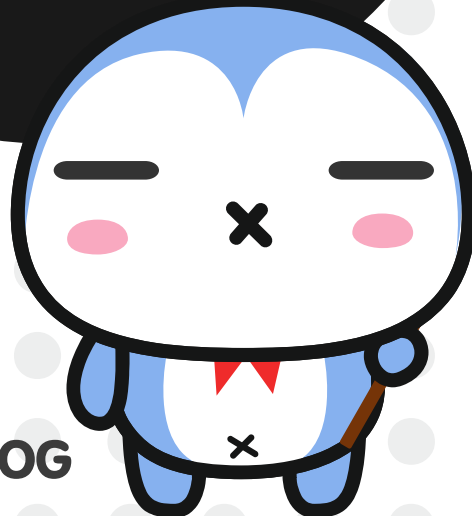
PENGUINDOG IS ?

Wanderer

woman
PENGUIN 50% + DOG 50%

Due to her special (?) look, which never makes her look like a girl, PenguinDog is seriously confused with her gender identity. She travels around the world to find out her definite gender identity.

A red basket, which she always carries, is full of various kinds of precious things she has got during her journey. She always put her snacks of the day on the head.



PENGUINDOG

GURIDOG IS ?

outsider

MAN
RACCOON 50% + DOG 50%

GuriDog is a millionaire of Dog Island. He has a farm and raises green tea in it. Well matching his fame as a millionaire, he hires a green caterpillar as a good judge of green tea in order to drink the best quality green tea. He is such an elegant and stubborn guy that it is difficult to tell his exact age. Though he says that he cannot hang out with other Dogs, he is an outsider in fact.



GURIDOG

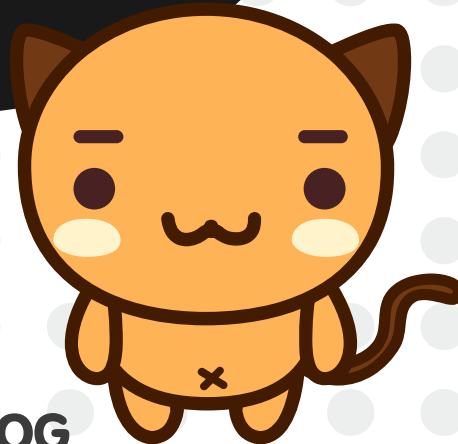
FANTASY WORLD CHARACTER PROFILES

HAMSDOG IS ?

Charming

MAN
HAMSTER 50% + DOG 50%

HamsDog is PandaDog's other self. She is such a charming girl. Though she is a baby of hamsters, HamsDog thinks PandaDog is her mom because she was in PandaDog's arm by accident (?) as soon as she was born. She is lovely and charming.



HAMSDOG

DUNGDUNG IS ?

Hellion

WOMAN
PEOPLE 100%

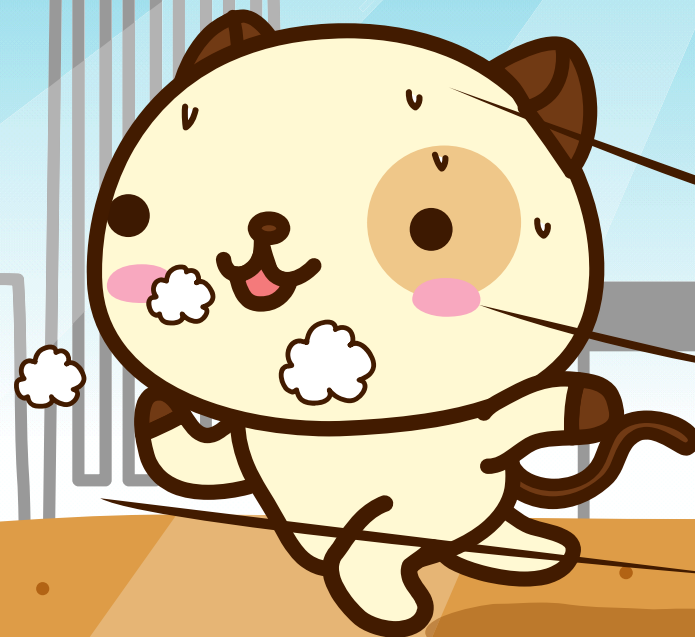
DungDung is the only human being of Dog Island. He is too much pride of himself as being human and enjoys bullying Dog friends. He always wanders around Dog Island riding his No. 1 treasure, hopping. He is a hellion who never leaves Dog friends free from cares even a day.



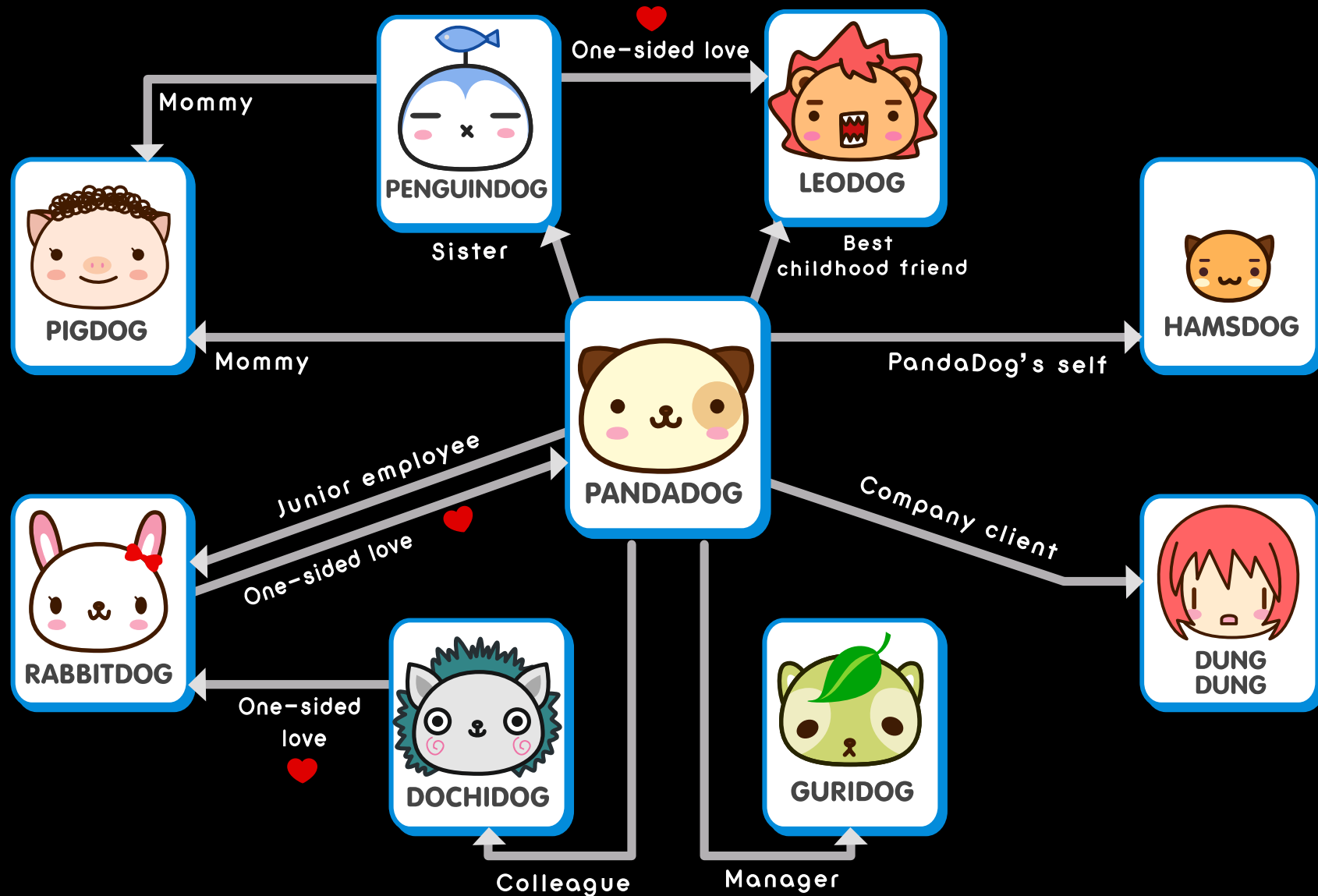
DUNGDUNG

REAL WORLD STORY

Unmanly, pathetic, and lazy PandaDog
This is a story about his topsy-turvy
everyday life with his extraordinary
family and weird colleagues.



REAL WORLD RELATION CHART



REAL WORLD CHARACTER PROFILES



PANDADOG

He is a character designer of PandaDog. Though he is unmanly, pathetic and lazy, he carries favor with Manager Gu well thanks to his quick sense. He starts his day as running to work not to be late for he wakes up late every morning. He is always scolded by his mom, PigDog for his inborn laziness.



RABBITDOG

She is a story writer working at the same character design company as PandaDog does. She is a younger employee of PandaDog. She thinks herself beauty. Also she is a shopaholic. She is interested in PandaDog.



DOCHIDOG

He is an honest guy who follows a right path only. He enters the company as the best (?) employee as an elite. He is a character designer and a colleague of PandaDog. However, since he lacks adaptibility, he thinks PandaDog as a rival for PandaDog is quick in thinking and moving. Though he falls in love with RabbitDog, he is such a shy guy that he cannot say anything in front of her.

REAL WORLD CHARACTER PROFILES



LEODOG

He is a soul mate of PandaDog.
As he is jobless, he exactly fits to household chores.
Unlike his grim look, he is timid, tenderhearted and delicate.
His hobby is cooking and his ultimate goal of life is to meet a good girl and get married.



PENGUINDOG

She is PandaDog's younger sister who is still in high school.
Judging from her appearance, she sometimes gets misunderstood as a boy for she lacks feminine look outside but in fact, she is sexually more curious and knows more than peers.
She is a weirdo who has her own unique world.



GURIDOG

He is a strict and rich manager.
Since he is obsessed with health care, he gets everything known to be good for health no matter what.
So he is sometimes deceived by other employees, he is cool enough to overlook their jokes. (In fact, he keeps all the naughty jokes in his mind.)
He prefers PandaDog for PandaDog listens to him and curries favor with him to DochiDog, who works well in silence

REAL WORLD CHARACTER PROFILES



HAMSDOG

She gives advice to PandaDog in accordance with her feeling on daily basis. She sometimes becomes an angel and sometimes a devil... She exists only in PandaDog's imagination.



PIGDOG

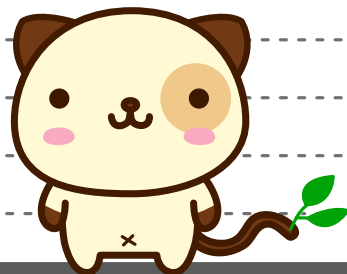
She is PandaDog's mom whom PandaDog is afraid of most in the whole world. Her hobby is to cleaning up and cooking. She cannot tolerate with laziness and mess, so she is always nagging at PandaDog. She is such a typical housewife who watches every single TV drama and weak for a good-looking guy.



DUNGDUNG

He is a major client of the company that PandaDog is working at as well as the No. 1 unwelcome person of all staff of the company. He coins the expression "Nothing special!" whose hobby is nitpicking. With a poker face and merciless words, his specialty is to hurt other people's feeling.

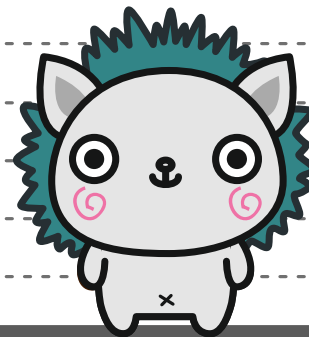
DOG FRIENDS SIZE



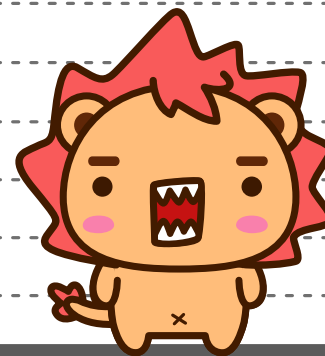
PANDADOG



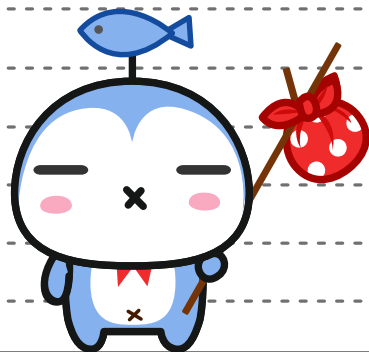
RABBITDOG



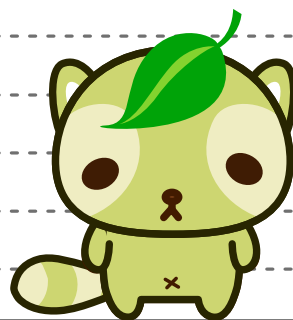
DOCHIDOG



LEODOG



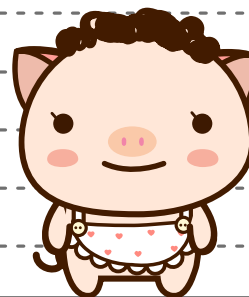
PENGUINDOG



GURIDOG



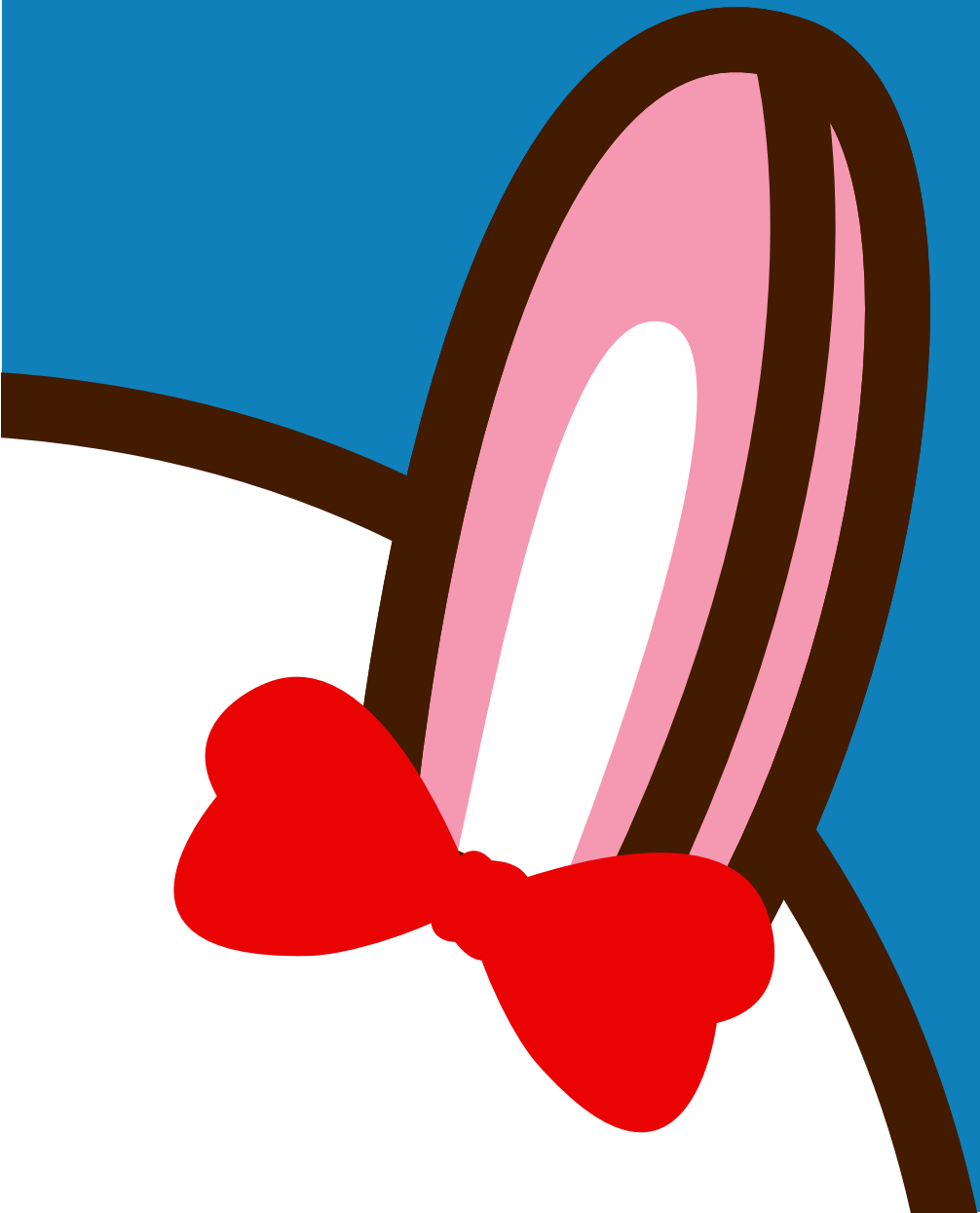
HAMSDOG



PIGDOG



DUNG DUNG



CONTENTS

In order to support the marketing of its licensee more effectively, PandaDog continues to provide a variety of contents as follows:

flash animation

cartoon

know-how

wallpaper

calendar

messenger item

character application

FANTASY WORLD FLASH ANIMATION

NAVER juniver flash theater,
YAHOO gurogi character theater
NEWGROUNDS.com flash service

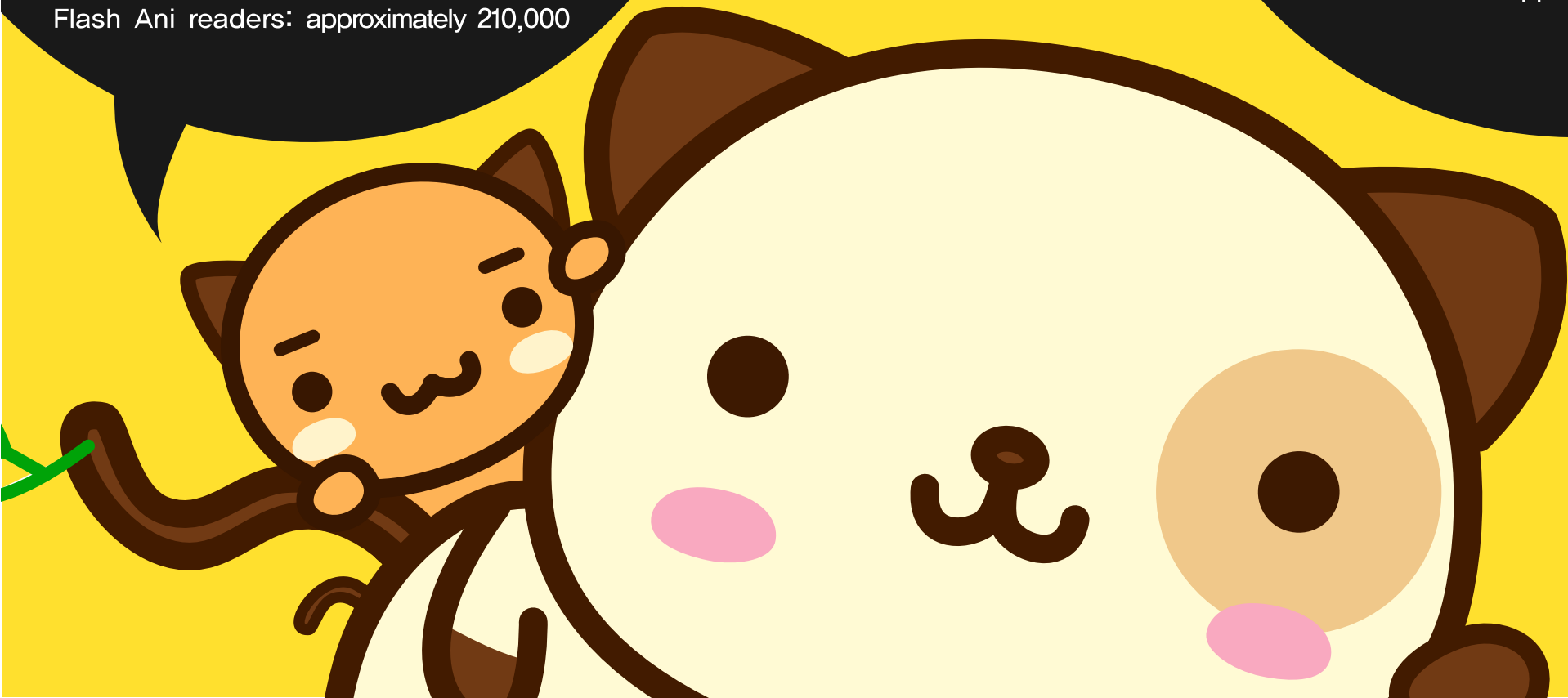
Number of regular subscribers
of PandaDog Flash Ani: approximately 40,000
Accumulated number of PandaDog
Flash Ani readers: approximately 210,000

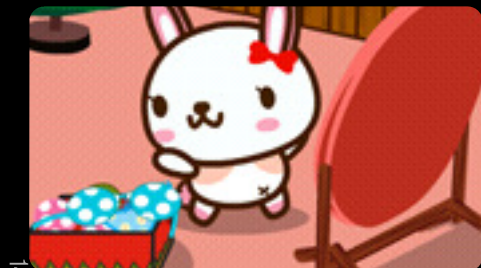
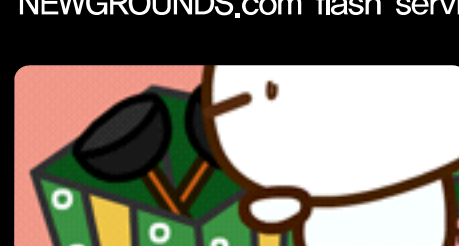
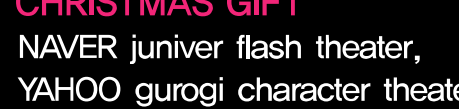
PANDADOG CONTENTS

REAL WORLD CARTOON

Being featured in PandaDog website an
major portal sites and community channels
such as Naver, Daum, and Chosun Daily News

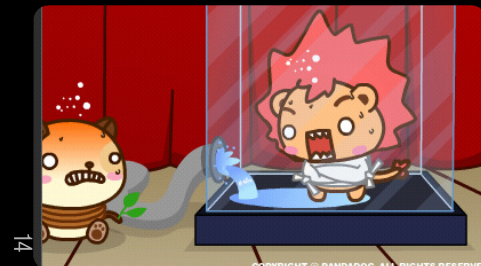
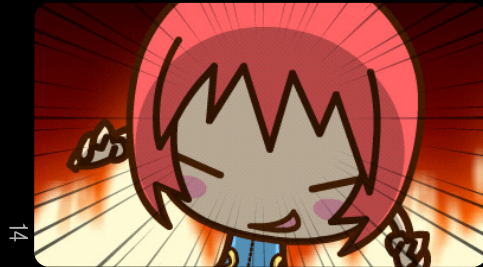
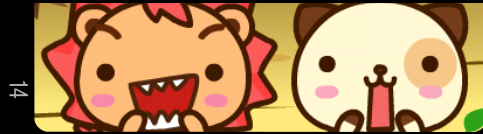
Number of regular subscribers of
PandaDog Cartoon: approximately 100,000
Accumulated number of PandaDog
Cartoon readers: approximately 10 million





DOG ISLAND FLASH ANIMATION

CHRISTMAS GIFT
NAVER juniver flash theater,
YAHOO gurogi character theater
NEWGROUNDS.com flash service



DOG ISLAND FLASH ANIMATION

FLIMFLAM MAGICIAN

NAVER juniver flash theater,
YAHOO gurogi character theater
NEWGROUNDS.com flash service



HORROR AT DAWN

01 새벽에 목이 말라 비몽사몽 보리차를 꺼내 먹고 있었다



02



03



04



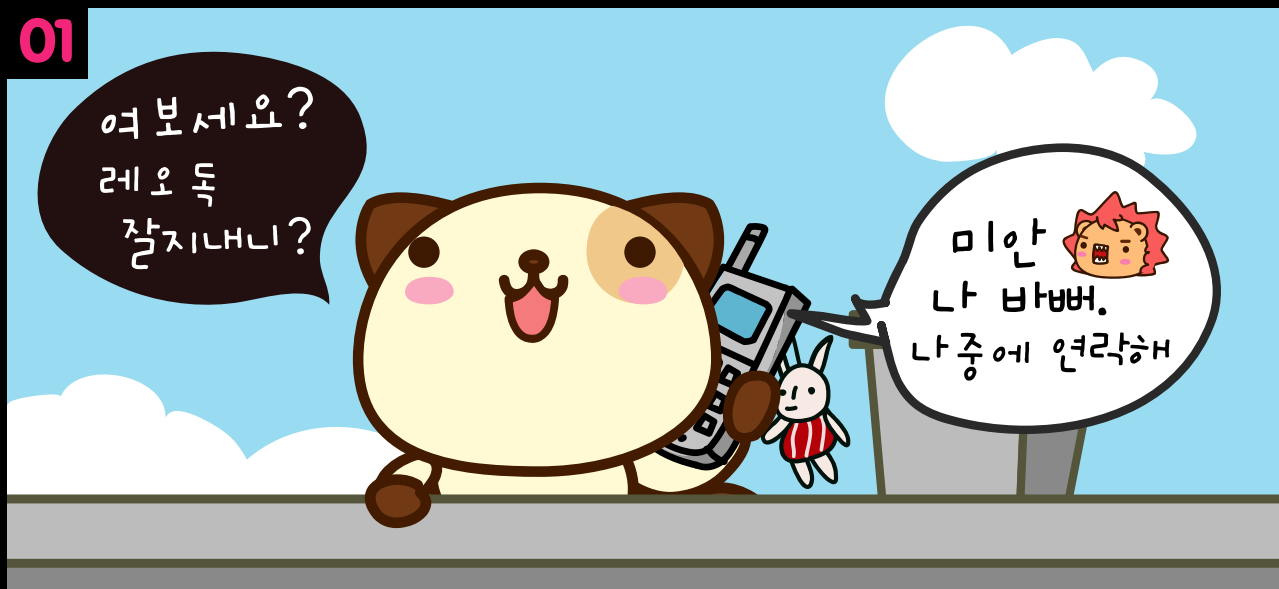
05



REAL WORLD
CARTOON

Being featured in PandaDog website an major portal sites and community channels such as Naver, Daum, and Chosun Daily News

01



02



03



04



05



REAL WORLD CARTOON

- 01 No one is calling me
- 02 After eating something, brush your teeth
- 03 One more time!
- 04 Pay for mine too
- 05 Humiliation of RabbitDog



REAL WORLD CARTOON

- 01 Go away all mean
online commentators
- 02 Horror at dawn
- 03 Chicken-Dove
- 04 Misery on a rainy day

KNOW-HOW

The know-how on everyday life, coached by PandaDog friends



**How to
get rid of flab
on the cheek!!**



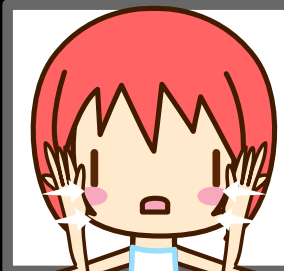
1. Gently press both temples and draw a circle with tips of fingers.

10~20 times.



2. Slowly draw a circle on the center of the cheekbone with tips of fingers.

Clockwise and counterclockwise 10~20 times each.



3. Grip cheeks with the whole palms and draw a circle both inward and outward.

Each direction 10~20 times each.



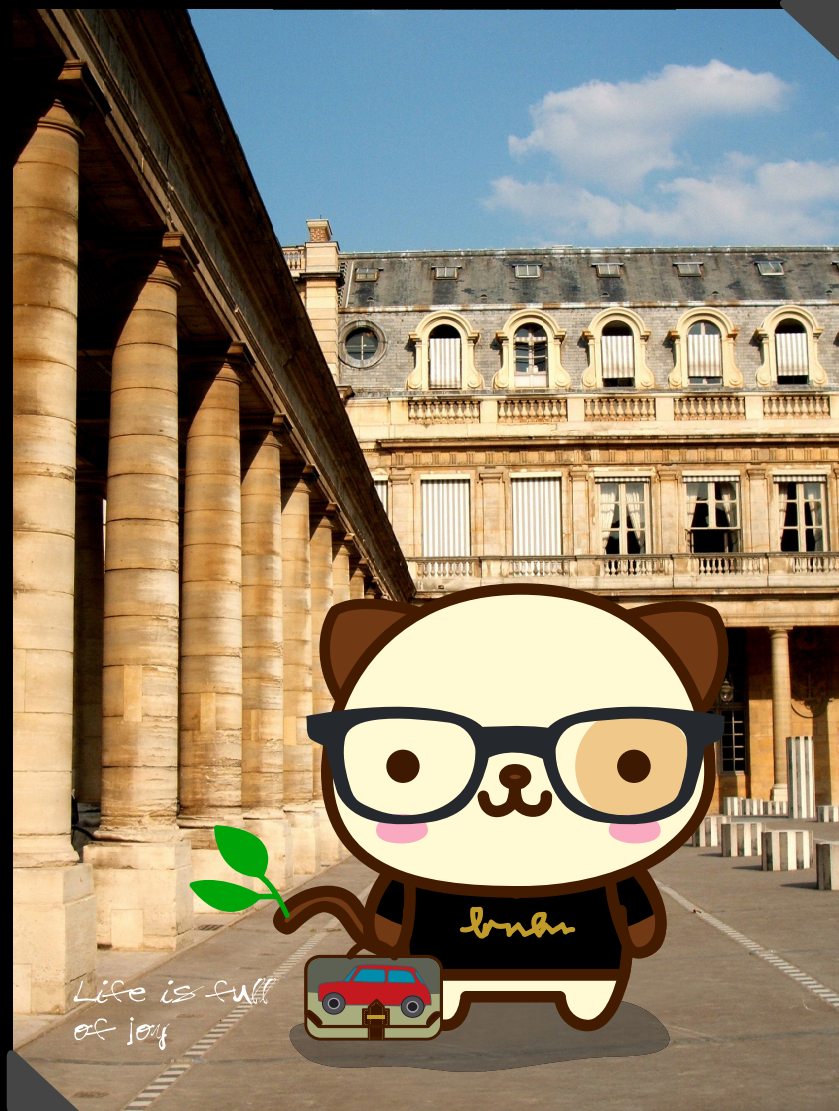
4. Gently grip the skin on the cheek with a thumb and index finger and raise it as bouncing soft.

10~20 times.

CHARACTER APPLICATION IMAGE



CHARACTER APPLICATION IMAGE



PRODUCTS

stationery

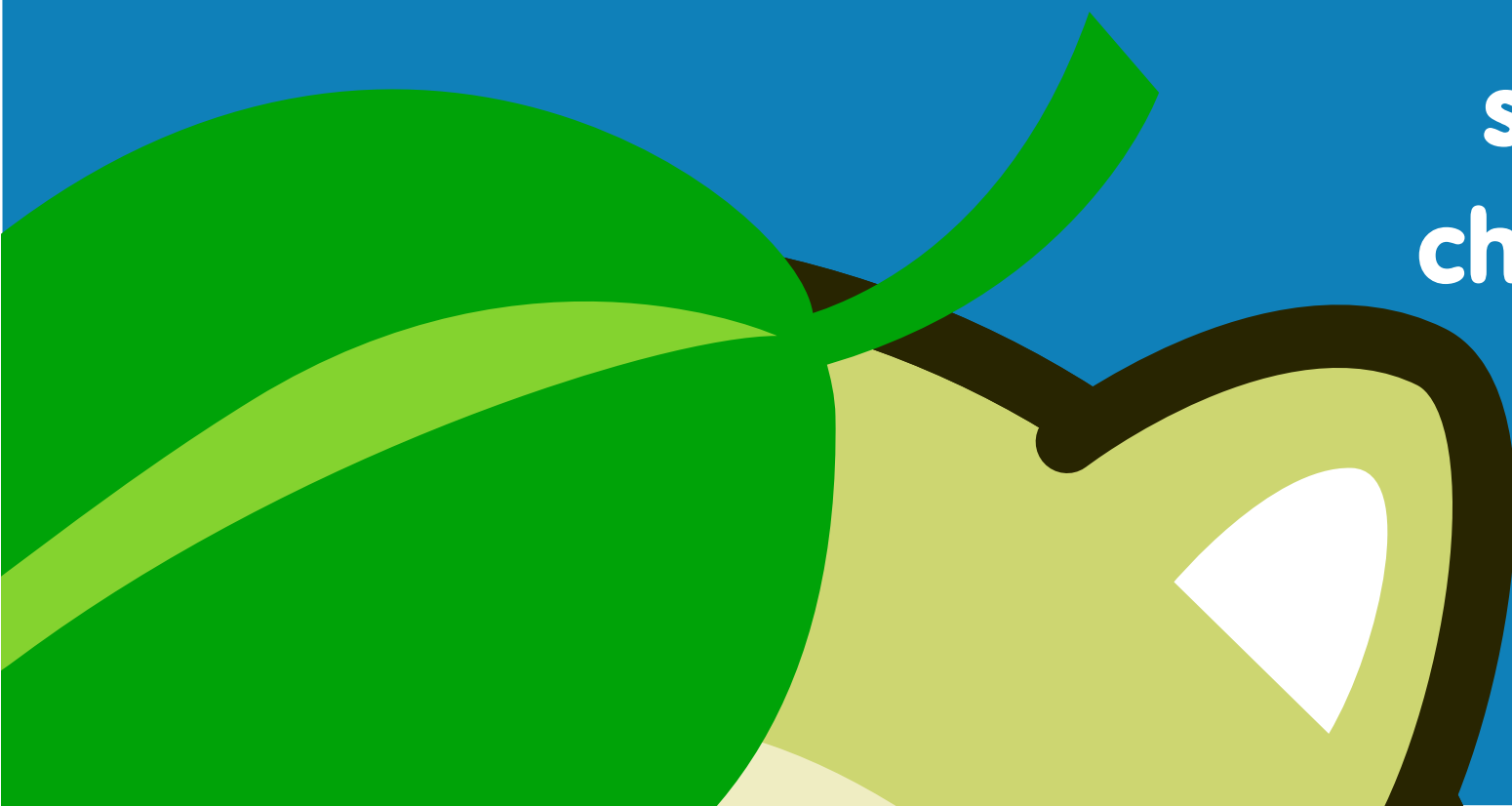
kitchen

bath

stuffed toys

characterfair

All the products are samples.
Funnyeve is looking for a license
partner to be with PandaDog.



stationery 



kitchen



kitchen



kitchen



bath 



stuffed toys



2007 characterfair



2007 characterfair



2008 brand show in London





COMPANY INTRODUCTION

funnyeve is ?

organization chart

history

business area

FUNNYEVE IS ?

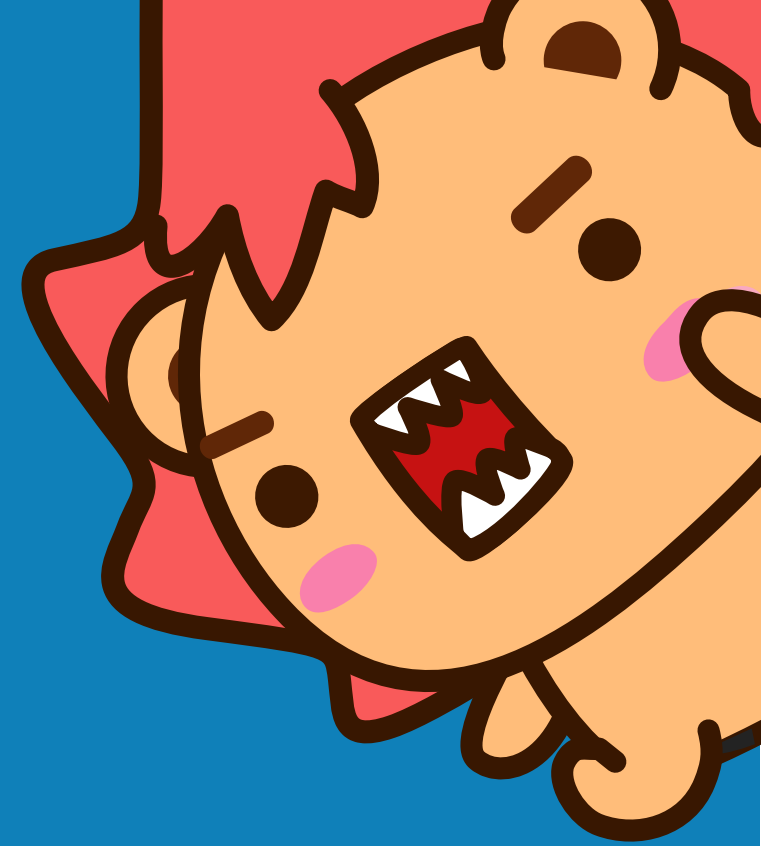
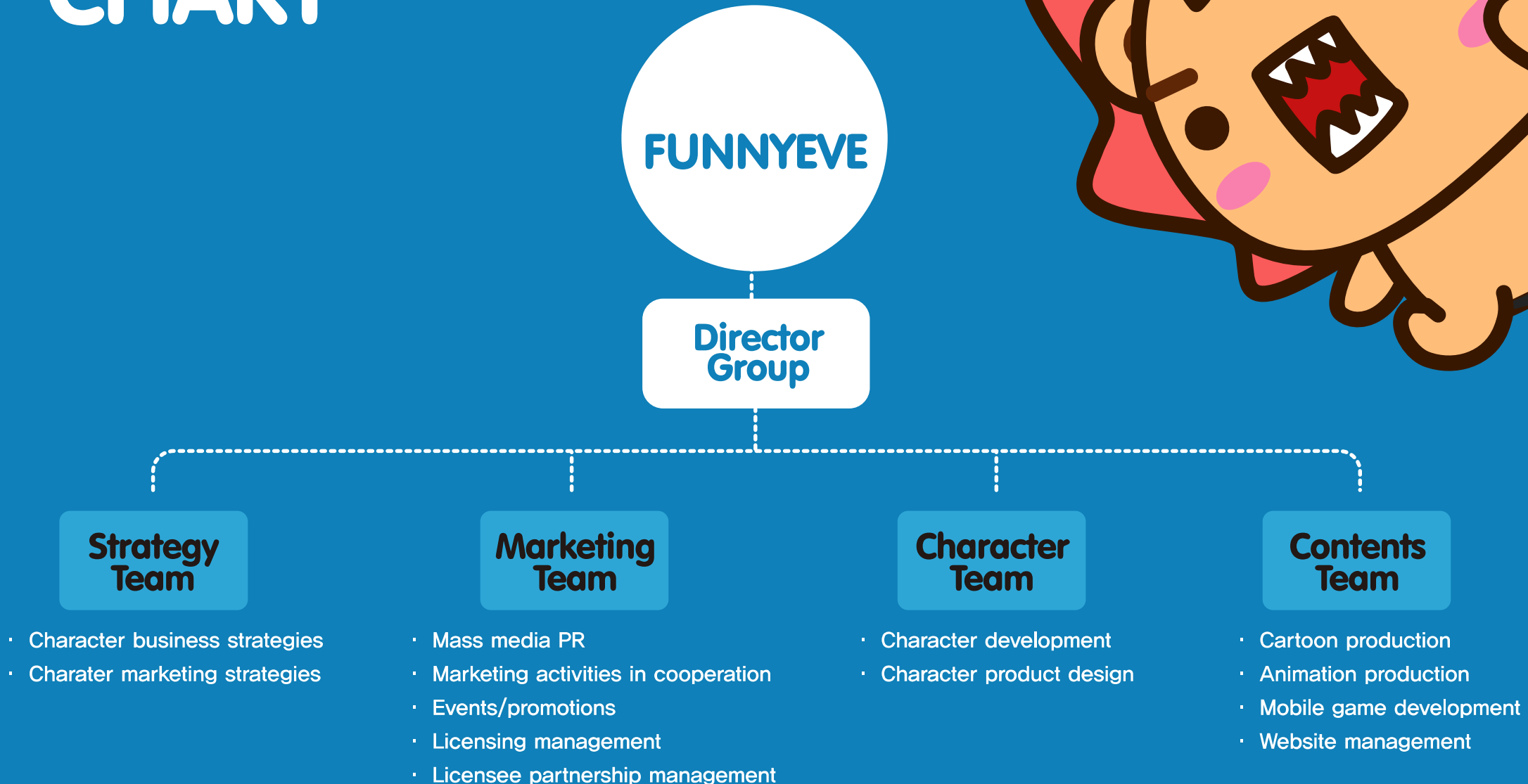
funnyeve

Funnyeve Studio is a young creative group formed aiming at creating adorable characters loved by everyone throughout the world without distinction of age or sex.

We will never stop running untill the time PandaDog, Funnyeve's very first project grows to be the world character, which is loved by all walks of life surpassing nationalities, religions, sexes, and ages.



ORGANIZATION CHART



HISTORY

2000000000000006

12 Launching Pandadog friends web site software.

20

- 01** NAVER presenting them in "popular story" section at its default page becoming a NAVER content writer.
- 02** NAVER presenting them in "information|@today" section at default page publishing them in serial form at chosun.com.
- 03** publishing "5Day","babosarang"

02 NAVER presenting them in "information!@today" section at default page publishing them in serial form at chosun.com

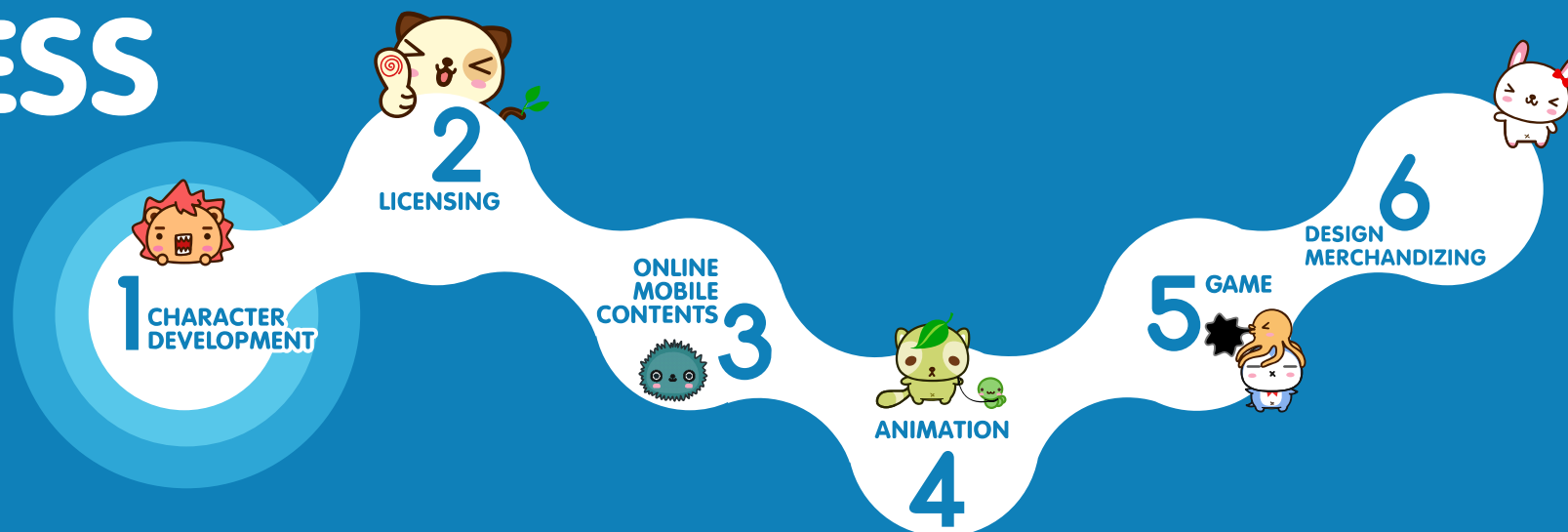
03 publishing "5Day","babosarang"

04 providing services to NAVER Juniver flash theatre, and YAHOO Kureogy character theatre flash animation, producing brand cartoons

05 opening gift shop at "CYWORLD2"

07 Participating in Seoul Character Fair

BUSINESS AREA



CONTACT US

If you have any further questions, please contact me.
We look forward to hearing from you.

Funnyeve.PandaDog

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